

IN THE CLAIMS

Please amend claims 169, 194, 255, 281-283, 290-297, 299-300, and 302 as follows:

--169. (CURRENTLY AMENDED) A system as defined in claim 168  
5 wherein said at least one machine recognizable feature has  
associated therewith a data link which is recognized by  
said feature recognition unit.

194. (CURRENTLY AMENDED) A system as defined in claim 179  
10 wherein said "information superhighway" data link comprises  
a radio frequency ("RF") cellular network.

255. (CURRENTLY AMENDED) A system as defined in claim 254  
wherein said service includes displaying promotional  
15 programming material on said display unit of a customer.

281. (CURRENTLY AMENDED) A system as defined in claim 168  
wherein said feature recognition unit is selected from a  
group consisting of a hand-held unit, a scanner, a bar code  
20 scanner, an optical code reader, an optical reader, a  
personal camera, a personal computer reader, a digital  
camera, a digital mouse and an optical mouse.

282. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit is linked to a personal computer.

5 283. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit is linked to a wireless interface.

290. (CURRENTLY AMENDED) A system as defined in claim 281  
10 wherein said feature recognition unit is linked to a personal digital assistant.

291. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit is linked to an  
15 Internet appliance.

292. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit is linked to a television set.

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293. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit comprises a portion of a cellular telephone.

294. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit comprises a portion of a personal digital assistant.

5 295. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit comprises a portion of a remote control unit.

296. (CURRENTLY AMENDED) A system as defined in claim 281  
10 wherein said feature recognition unit comprises a portion of a handwriting implement.

297. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

15     ~~im~~printing a machine recognizable feature within a printed book;  
scanning said machine recognizable feature of said printed book; and  
transmitting data associated with said machine  
20     recognizable feature via a communication link to access said programming material, wherein said programming material is related to said printed book.

299. (CURRENTLY AMENDED) The method of claim 297 wherein  
said machine recognizable feature is selected from a group  
consisting of bar code, universal product code, invisible  
bar code, magnetic code, printed character, symbol, ~~icon,~~  
5 invisible indicia, two-dimensional figure, icon, invisible  
icon, watermark, invisible watermark, digital watermark,  
series of alphanumeric characters, binary code, ~~digital~~  
~~watermark,~~ magnetic strip, code, analog pattern, and  
hieroglyphic character.

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300. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed book, comprising the steps of:

~~im~~printing a machine recognizable feature within said

5            printed book, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

10            printed book and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user

15            allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed book.

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302. (CURRENTLY AMENDED) The method of claim 300 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon~~, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital—watermark~~, magnetic strip, code, analog pattern, and hieroglyphic character.--

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